A Brief Report on action/2015Youth Campaign
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Ageing Nepal action/2015 campaign team accomplished following activities to mark the International Youth Day, 12th August as a part of action/2015Youth Campaign
Major Highlights of the Campaign

Total Media Mobilization
Total People Reached with Media: 12 million people
FM Radio Station: 2
Print Media: 2
Television Programme: 1

People Involved in the Campaign: 2,000

Total No. of Involved Organizations: 26

Social Media
Total Number of Posting: 15
Total people reached: 8,220

Produced Video
Number of video produced: 1
Interview of Government Authority: 1
1. Advisory Board Meeting
Ageing Nepal team organized an action/2015 Advisory Board Meeting on 29th July with the following objectives:
- To review progress of action/2015 FfD campaign activities of July, 2015.
- To finalize the plan for action/2015Youth Campaign with focusing on 12th August.

2. Radio Talk Show
action/2015 team member, Mr. Bhumidatta Poudel gave 30 minutes interview about *The Role of Youth in Achieving Sustainable Development Goals* in Radio Nepal, the State Media, to mark the launching of action/2015Youth Campaign on 30th July.
3. **Released Balloon**
   Team member released balloons in collaboration with youth groups to mark the start of action/2015Youth campaign on 31st July. The balloons were released with the message of *Unleash Youth Power* in city center of Kathmandu district.

   Ageing Nepal team with Youth groups.

   **Total People Involved: 25**

4. **Organized a Blood Donation Programme**
   Ageing Nepal team organized a Blood Donation Programme in collaboration with Nepal Red Cross Society on 2nd August as a part of action/2015Youth Campaign.

   Ageing Nepal team with members of Red Cross Society.

   **Total People Involved: 100**
5. Orientation Programme for Students

Team members offered orientation programme in different institutes on *The Role of Youth in Achieving SDGs*.

a) Mr. Bhumidatta Poudel and Nabaraj Chalise gave an orientation class to the students of Kapan Multiple College on 3rd August.

Mr. Bhumidatta Poudel giving orientation to the students.

Mr. Nabaraj Chalise giving orientation.

Total People Involved: 40
b) Mr. Ajay Gurung gave orientation class to the students of Kathmandu Valley Higher Secondary School and the students of Dream High Education Consultancy on 4\textsuperscript{th} August. The student were oriented in SDGs and Role of Youth in realizing those goals.

Mr. Ajay Gurung orienting the students of Kathmandu Valley Higher Secondary School.

Mr. Ajay Gurung giving orientation class to the youths of Dream High Education Consultancy.

Total People Involved: 60
c) Mr. Utsav Gautam gave orientation to the students of Lalitpur Engineering College on 5th August. The orientation class focused on *The Role of Youth in Achieving SDGs.*

6. **Radio talk show on 6th August**
   
   Mr. Krishna M. Gautam, Chairperson of Ageing Nepal gave an interview in Radio Sagarmatha on the importance of mobilizing youth power for All Ages as a part of action/*2015Youth* campaign. The link of audio:

   [https://clyp.it/waoh145q](https://clyp.it/waoh145q)

   It is estimated that the programme was reached to 2.5 million listeners through this radio station.
7. **Organized a Workshop**

Ageing Nepal action/2015 campaign team organized a workshop on *Youth Civic Engagement for Sustainable Development Goals* in collaboration with *National Youth Federation Nepal* (NYFN) on 10th August. Thirty participants including the representatives of different youth organizations and government authorities were oriented on *The Role of Youth in Achieving Sustainable Development Goals*.

30 youths including representatives of youth organizations and government authorities were participated in the programme.

People Involved: 30

Some glimpses of the workshop:
8. TV Talk show
Ageing Nepal arranged an interview of Honorable Minister for Youth and Sports, Mr. Purusottam Poudel on Sagarmatha TV on 10th August where he got committed to:
a) Declare formation of National Youth Council on his message to the Nation on the occasion of IYD.
b) Revise existing legal provisions to promote involvement of Youth in all spheres of National Development process.
Link to the video: https://www.youtube.com/watch?v=_RNjK4rOl8U

It is estimated that the programme was reached to 2 million population.
People Involved: 7

9. Motor Miking
The campaign team members organized a motor miking in major cities of three districts Kathmandu, Lalitpur and Bhaktapur on 11th August to spread the message of Youth power for achieving SDGs.

Mr. Binamra Luitel miking in the major cities of Kathmandu District.

Mr. Binamra Luitel miking in the major cities of Lalitpur District.

Total People reached with the message: 3 million
People Involved: 10
10. **Launched a Video**

The team released a video to spread the message of Unleash Youth Power for SDGs on 12th August. Link of the video:

https://youtu.be/d1pInC7yN0U

11. **Participated in a rally**

Ageing Nepal action/2015 campaign team joined a street rally to mark International Youth Day with the concerned Minister, Government Officers and more than 15 Youth organizations where 1,500 youths participated.

Ageing Nepal Campaign team with Youth Groups.
12. Article Published

a) Article in Nepali language
An article on "The Role of Youth in Achieving SDGs" by Mr. Bhumidatta Poudel was published in online news on 13th August. Link of the article: [http://kapanonline.com/archives/15930](http://kapanonline.com/archives/15930)

It is estimated that the article reached to 50,000 readers.
People Involved: 1

b) Article in English language
An article entitled *Youth, International Youth Day and Sustainable Development* by Ajay Gurung was published in *The People’s Review Weekly* on 20th August.

It is estimated that the article reached to 50,000 readers.
People Involved: 1

13. Visited Different Youth Groups
The team visited different youth groups with the message of *Unleash Youth Power for All Ages* to observe *International Youth Day*.

Ageing Nepal team with Youth Groups.
Ageing Nepal team with the students of Mega College.

Ageing Nepal team with Youth Groups.

14. Released Newsletter

Voice of Senior Citizens is a monthly e-newsletter of Ageing Nepal that is circulated among 5000 organizations and individuals across the globe.
15. **Used Social Media**

The team also used social media to mark the action/2015Youth campaign.

Total No. of post: 15  
People Reached: 8,220  
Share: 19  
Retweet: 45